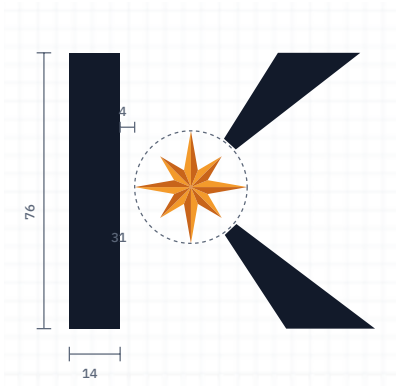
THE IDEA

Karma means action.
Action, amplified.

The upper arm of the K is strategy, the lower leg is execution. Both start as a fine point at the spark and widen to full weight: one point of action, amplified. It is the founding belief in one mark: strategy and execution belong in the same hands.



LOGO SET

HORIZONTAL

Karmic Supernova

STACKED

Karmic Supernova

ACTION, AMPLIFIED

ICON

APP TILE

CLEAR SPACE

Give it room

- Keep a margin around every lockup at least as wide as the spark, about 40% of the letter height.
- No text, edges, photos or other logos inside that margin.

MINIMUM SIZE

Keep it legible

- Horizontal: 120px wide on screen, 30mm in print.
- Stacked: 80px on screen, 22mm in print.
- Under 32px, use the small-size icon (chunkier spark).

BACKGROUNDS

Pick the right version

- Ink K on Paper or white. White K on Night.
- On photos or busy colour, use the app tile.
- One-colour versions for embossing, engraving and fax.

COLOUR

Night	Nova Amber	Ember	Paper	Ink	Steel
#0E1626	**#F39A2B**	**#C8641A**	**#F5F6F8**	**#121A2A**	**#5B6678**
RGB 14, 22, 38	RGB 243, 154, 43	RGB 200, 100, 26	RGB 245, 246, 248	RGB 18, 26, 42	RGB 91, 102, 120
Backgrounds, the anchor colour	The spark. Accent only	Facets and large type. Small text: #A9530F	Light backgrounds, documents	Body text, the K on light	Secondary text, rules, diagrams

TYPE

Archivo

Headlines and the wordmark. Bold or SemiBold, tight spacing.

IBM Plex Sans

Body text in proposals, SOPs, slides and the website.

IBM Plex Mono

Labels, numbers and step markers. Uppercase, letter-spaced.

VOICE

Plain, specific, engineered

SAY "We moved on-time delivery from 81.4% to 87.6%."

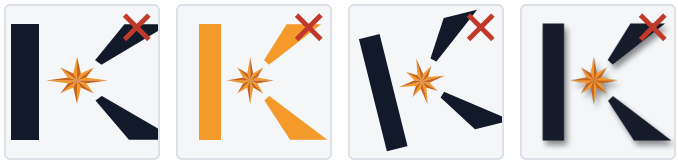
NOT "We drive transformational operational excellence."

SAY "Strategy and execution, same hands."

NOT Mystical or cosmic language. The name already carries the poetry.

DON'T

Leave the mark as drawn



Stretch or squash · Recolour the K · Rotate · Add effects